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## Hong Kong

**Post:** Hong Kong

### HK Issues Draft Guidelines on Serving Size for Nutritional Labeling

**Report Categories:**

Agriculture in the News

FAIRS Subject Report

Market Development Reports

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**Report Highlights:**

In view of complaints by certain consumer groups over the use of misleading serving sizes for nutritional labeling so as to show favorable nutritional value of food products, the Food and Environmental Hygiene Department (FEHD) is in the process of preparing Guidelines on Serving Size of Prepackaged Food for Nutrition Labeling. The Guidelines are intended to be voluntary for the trade and as currently drafted would accept the serving sizes adopted by U.S. products based on U.S. law.

**General Information:**

In view of complaints by certain consumer groups over the use of misleading serving sizes for nutritional labeling so as to show favorable nutritional value of food products, the Food and Environmental Hygiene Department (FEHD) is in the process of preparing Guidelines on Serving Size of Prepackaged Food for Nutrition Labeling. The Guidelines are intended to be voluntary for the trade. The serving sizes adopted by U.S. products based on U.S. law are also acceptable, likewise for products from other countries. A draft is now available at:

[http://www.cfs.gov.hk/english/programme/programme\\_nifl/programme\\_nifl.html](http://www.cfs.gov.hk/english/programme/programme_nifl/programme_nifl.html)

Hong Kong's new nutritional labeling regulation became effective July 1, 2010 after being enacted in May 2008. Hong Kong's nutrition labeling regulation requires all prepackaged food sold in Hong Kong have to label energy plus seven nutrients namely, protein, carbohydrate, fat, saturated fat, trans fat, sodium and sugars. Nutrients values could be expressed either in absolute amount per 100 g or 100 ml or in per serving of food. Products selling less than 30,000 units a year can apply for small volume exemption (SVE) provided that the products do not carry any nutritional claims. Traders applying for exemption have to pay HK\$345 (US\$44) per product variety for the first year and HK\$335 (US\$43) for annual renewal. As of January 2011, the FEHD received 35,500 SVE applications, 32,700 of which were approved. The major reason that applications were rejected was that products carried nutritional claims, which made them ineligible for SVE applications. There are about 70,000 prepackaged food items in Hong Kong.

For other information, please see Gain reports HK8017 and HK0011. The FEHD provides detailed information on the nutritional labeling regulation at the above mentioned webpage.